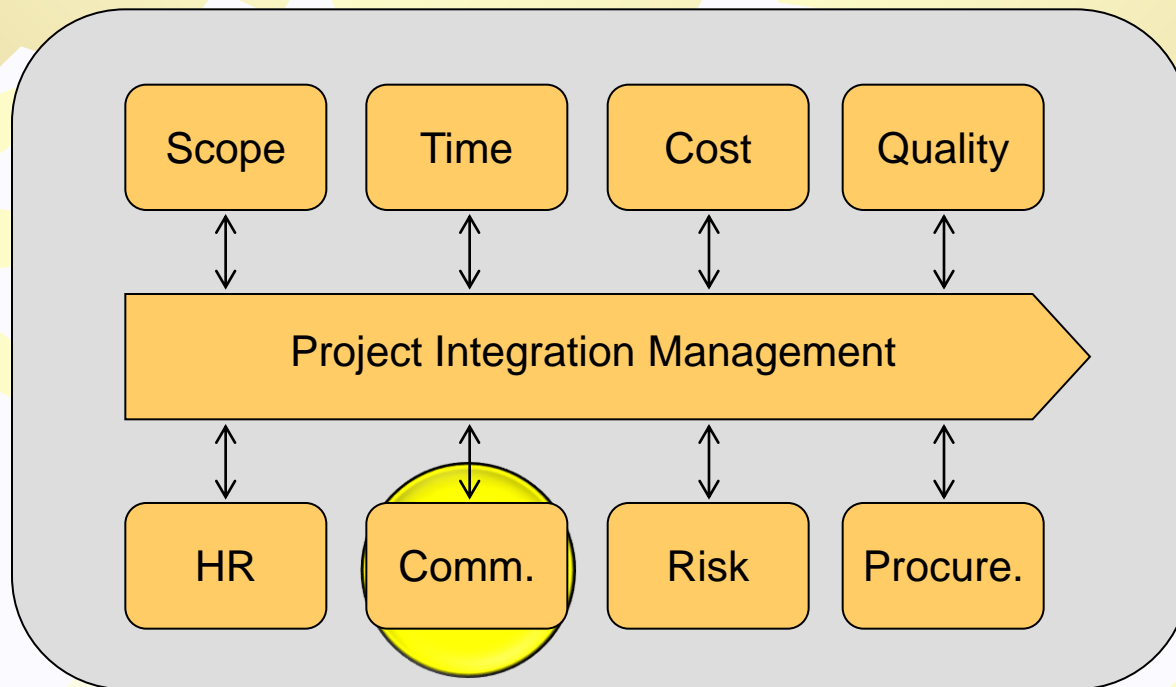


Project Communication Management





Why Communicate?

“The key element is communication”

(J K Lemley, 1995, Managing the Channel Tunnel-Lessons Learned)

- The correct information
- To the right stakeholder
- At the right time



Basic Concepts of Communication

- Be specific and forthright
- Knowledge about the receiver of the information
- Design and develop the message with the receiver in mind
- Select the means or medium for the message
- Plan for the timing of the communication

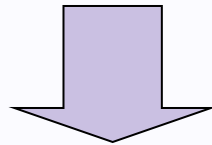
Communications Planning

Project Stakeholders:

“Individuals or organisations who are actively involved in the project, or whose interest may be affected because of project execution or a successful project”

Stakeholder Analysis:

- Identify (classify) Stakeholders, internal - external
- Describe the communication needs of each stakeholder



Communications management plan:

- a document that guides project communications



Project Stakeholders

Stakeholders are people involved in, or affected by, projects.

Stakeholders include:

- Project sponsor, client
- Project team
- Support staff
- Customers
- Users
- Suppliers
- Opponents to the project

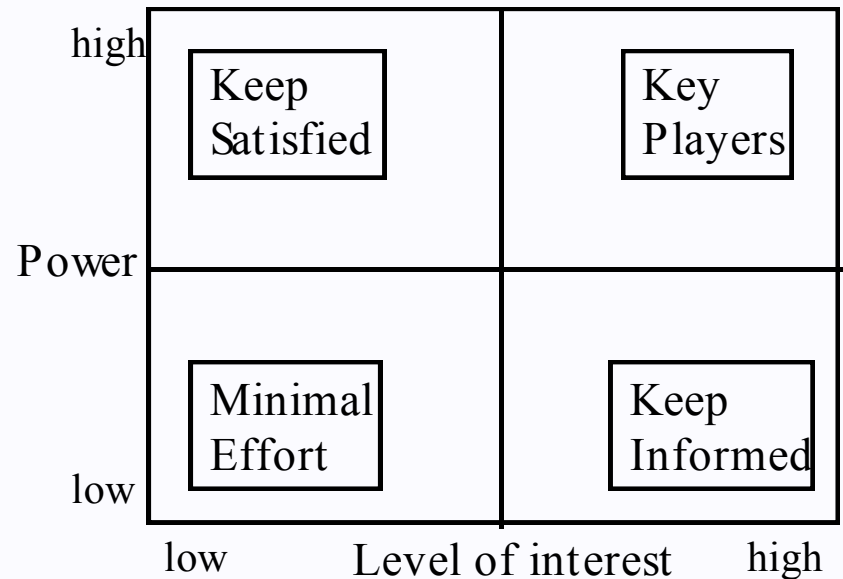
Project managers must:

- Identify
- Understand and,
- Manage relationships with stakeholders

Stakeholder Mapping

The Power/Interest Matrix

- How interested is each stakeholder group to impress its expectations on the projects decisions?
- Do they mean to do so?
- Do they have the power to do so?





Information Distribution

Apply the Communications Management Plan:

- the right information
- to the right people
- at the right time
- in a useful format

Important considerations include:

- use technology to support distribution of information

Distribution

- formal and informal methods for distributing information